

CONTRACT

WCAU
10 Monument Road
Bala Cynwyd, PA 19004
(610) 668-5510

www.nbcphiladelphia.com

And:

MESSAGE AND MEDIA
100 ALBANY STREET
NEW BRUNSWICK, NJ 08901

<u>Contract / Revision</u> 341666 /		<u>Alt Order #</u>
<u>Product</u> Political		
<u>Contract Dates</u> 10/13/12 - 10/22/12	<u>Estimate #</u>	
<u>Advertiser</u> MENENDEZ FOR SENATE		<u>Original Date / Revision</u> 10/12/12 / 10/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WCAU	<u>Account Executive</u> Aaron Zeligson	<u>Sales Office</u> Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 42907		<u>Advertiser Ref</u> 16339

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WCAU	10/16/12	10/22/12	5A-6A M-F NBC10 NEWS 5A	5A-6A M-F		:30			NM	5	\$1,000.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	- TWTF--				4	\$200.00			
Week:		10/22/12	10/28/12	M-----				1	\$200.00			
N 2	WCAU	10/16/12	10/19/12	6A-7A M-F	6A-7A M-F		:30			NM	4	\$2,200.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	- TWTF--				4	\$550.00			
N 3	WCAU	10/22/12	10/22/12	6A-7A M-F	6A-7A M-F		:30			NM	1	\$600.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$600.00			
N 4	WCAU	10/16/12	10/19/12	7A-9A TODAY SHOW	7A-9A M-F		:30			NM	5	\$4,750.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	- TWTF--				5	\$950.00			
N 5	WCAU	10/22/12	10/22/12	7A-9A TODAY SHOW	7A-9A M-F		:30			NM	2	\$3,000.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				2	\$1,500.00			
N 6	WCAU	10/20/12	10/20/12	7A-9A SATURDAY	7A-9A SA		:30			NM	1	\$650.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$650.00			
N 7	WCAU	10/20/12	10/20/12	6A-7A SATURDAY	6A-7A SA		:30			NM	1	\$200.00
		LUR										

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FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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<u>Contract Dates</u> 10/13/12 - 10/22/12		<u>Product</u> Political
<u>Advertiser</u> MENENDEZ FOR SENATE		<u>Estimate #</u>
<u>Original Date / Revision</u> 10/12/12 / 10/12/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
Week: <u>Start Date</u> 10/15/12 <u>End Date</u> 10/21/12 <u>Weekdays</u> -----S- <u>Spots/Week</u> 1 <u>Rate</u> \$200.00												
N 8	WCAU	10/21/12	10/21/12	8-10A SUNDAY	758A-956A SUNDAY		:30			NM	1	\$500.00
CDR												
Week: <u>Start Date</u> 10/15/12 <u>End Date</u> 10/21/12 <u>Weekdays</u> -----S- <u>Spots/Week</u> 1 <u>Rate</u> \$500.00												
N 9	WCAU	10/20/12	10/20/12	9A-10A SATURDAY	9A-10A SA		:30			NM	1	\$525.00
LUR												
Week: <u>Start Date</u> 10/15/12 <u>End Date</u> 10/21/12 <u>Weekdays</u> -----S- <u>Spots/Week</u> 1 <u>Rate</u> \$525.00												
N 10	WCAU	10/21/12	10/21/12	6A-8A SUNDAY	6A-8A SU		:30			NM	2	\$300.00
LUR												
Week: <u>Start Date</u> 10/15/12 <u>End Date</u> 10/21/12 <u>Weekdays</u> -----S- <u>Spots/Week</u> 2 <u>Rate</u> \$150.00												
N 11	WCAU	10/16/12	10/19/12	4P-5P NBC10 NEWS	4-5P M-F		:30			NM	4	\$1,600.00
LUR												
Week: <u>Start Date</u> 10/15/12 <u>End Date</u> 10/21/12 <u>Weekdays</u> -TWTF-- <u>Spots/Week</u> 4 <u>Rate</u> \$400.00												
N 12	WCAU	10/22/12	10/22/12	4P-5P NBC10 NEWS	4-5P M-F		:30			NM	1	\$650.00
CDR												
Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> M----- <u>Spots/Week</u> 1 <u>Rate</u> \$650.00												
N 13	WCAU	10/16/12	10/19/12	5-6P NBC10 NEWS @ 5	M-F 5-6P M-F		:30			NM	4	\$1,900.00
LUR												
Week: <u>Start Date</u> 10/15/12 <u>End Date</u> 10/21/12 <u>Weekdays</u> -TWTF-- <u>Spots/Week</u> 4 <u>Rate</u> \$475.00												
N 14	WCAU	10/22/12	10/22/12	5-6P NBC10 NEWS @ 5	M-F 5-6P M-F		:30			NM	1	\$850.00
CDR												
Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> M----- <u>Spots/Week</u> 1 <u>Rate</u> \$850.00												
N 15	WCAU	10/16/12	10/19/12	6P-630P NBC10 NEWS	6P-630P M-F		:30			NM	4	\$3,800.00
CDR												
Week: <u>Start Date</u> 10/15/12 <u>End Date</u> 10/21/12 <u>Weekdays</u> -TWTF-- <u>Spots/Week</u> 4 <u>Rate</u> \$950.00												
N 16	WCAU	10/22/12	10/22/12	6P-630P NBC10 NEWS	6P-630P M-F		:30			NM	1	\$1,150.00
CDR												
Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> M----- <u>Spots/Week</u> 1 <u>Rate</u> \$1,150.00												
N 17	WCAU	10/21/12	10/21/12	10A-1030A SUN CHRIS MTT	10A-1030A SU		:30			NM	1	\$700.00
LUR												
Week: <u>Start Date</u> 10/15/12 <u>End Date</u> 10/21/12 <u>Weekdays</u> -----S- <u>Spots/Week</u> 1 <u>Rate</u> \$700.00												
N 18	WCAU	10/20/12	10/20/12	6P-630P NEWS SAT	6P-630P		:30			NM	1	\$950.00
CDR												

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FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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<u>Contract Dates</u> 10/13/12 - 10/22/12		<u>Product</u> Political
<u>Advertiser</u> MENENDEZ FOR SENATE		<u>Estimate #</u>
<u>Original Date / Revision</u> 10/12/12 / 10/12/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
Week: <u>Start Date</u> 10/15/12 <u>End Date</u> 10/21/12 <u>Weekdays</u> -----S- <u>Spots/Week</u> 1 <u>Rate</u> \$950.00												
N 19	WCAU	10/16/12	10/19/12	3P-4P M-F ELLEN	3P-4P M-F		:30			NM	4	\$1,400.00
LUR												
Week: <u>Start Date</u> 10/15/12 <u>End Date</u> 10/21/12 <u>Weekdays</u> -TWTF-- <u>Spots/Week</u> 4 <u>Rate</u> \$350.00												
N 20	WCAU	10/22/12	10/22/12	3P-4P M-F ELLEN	3P-4P M-F		:30			NM	1	\$450.00
LUR												
Week: <u>Start Date</u> 10/22/12 <u>End Date</u> 10/28/12 <u>Weekdays</u> M----- <u>Spots/Week</u> 1 <u>Rate</u> \$450.00												
N 21	WCAU	10/16/12	10/19/12	11-1135P M-F LATE NEWS	11P-1135P		:30			NM	3	\$7,200.00
CDR												
Week: <u>Start Date</u> 10/15/12 <u>End Date</u> 10/21/12 <u>Weekdays</u> -TWTF-- <u>Spots/Week</u> 3 <u>Rate</u> \$2,400.00												
N 22	WCAU	10/16/12	10/19/12	TONIGHT SHOW W/JAY LEI	1135P-107A		:30			NM	1	\$700.00
CDR												
Week: <u>Start Date</u> 10/15/12 <u>End Date</u> 10/21/12 <u>Weekdays</u> -TWTF-- <u>Spots/Week</u> 1 <u>Rate</u> \$700.00												
N 23	WCAU	10/21/12	10/21/12	1130A-12P SUN @ ISSUE	1130A-12P		:30			NM	1	\$100.00
LUR												
Week: <u>Start Date</u> 10/15/12 <u>End Date</u> 10/21/12 <u>Weekdays</u> -----S <u>Spots/Week</u> 1 <u>Rate</u> \$100.00												
N 24	WCAU	10/21/12	10/21/12	1130A-12P SU OPEN HOUS	1130A-12P		:30			NM	1	\$225.00
CDR												
Week: <u>Start Date</u> 10/15/12 <u>End Date</u> 10/21/12 <u>Weekdays</u> -----S <u>Spots/Week</u> 1 <u>Rate</u> \$225.00												
N 25	WCAU	10/16/12	10/16/12	9-11P PRESIDENT.DEBATE	9P-11P		:30			NM	1	\$2,500.00
LUR												
Week: <u>Start Date</u> 10/15/12 <u>End Date</u> 10/21/12 <u>Weekdays</u> -T----- <u>Spots/Week</u> 1 <u>Rate</u> \$2,500.00												
N 26	WCAU	10/17/12	10/17/12	10-11P WED CHICAGO FIRE	10P-11P		:30			NM	1	\$3,550.00
LUR												
Week: <u>Start Date</u> 10/15/12 <u>End Date</u> 10/21/12 <u>Weekdays</u> --W---- <u>Spots/Week</u> 1 <u>Rate</u> \$3,550.00												
Totals											53	\$41,450.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	53	\$41,450.00	\$35,232.50
Totals	53	\$41,450.00	\$35,232.50

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10/13/12 - 10/22/12	Political	
<u>Advertiser</u>		<u>Original Date / Revision</u>
MENENDEZ FOR SENATE		10/12/12 / 10/12/12

Signature: _____ **Date:** _____

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